



Virginia Green Events



Virginia Wine Expo Richmond, VA



Virginia Green is the Commonwealth of Virginia's campaign to promote environmentally-friendly practices in all aspects of Virginia's tourism industry. **Virginia Green** has established "core activities" specific to each sector of tourism, and these practices are considered the required minimum for participation in the program. However, **Virginia Green** encourages its participants to reduce their environmental impacts in all aspects of their operations, and this profile provides a full list of all their "green" activities. These are the activities that guests / customers can expect to find when they visit this facility.

Virginia Wine Expo

Greening is important to the producers of this event for many reasons - responsibility to the community and the planet, it is the right thing to do, and it should be mandatory since events generate so much waste.

The Virginia Wine Expo is ALL about local products. Only Virginia-based wineries and vendors are invited to participate and the event is meant to celebrate the bounty Virginia has to offer: wine, food, and culinary expertise.

Virginia Green Activities

This facility pledges that they:

Recycle.

- Have in place clearly marked recycling locations and/or containers. Please check the items that visitors to your facility are able to recycle: (*minimum of 2 required*)
 - Glass bottles
 - Aluminum cans
 - Plastic bottles
 - Paper
 - Cardboard
 - Composting of food & other compostable items
- Other actions taken related to recycling: JP Foundation and Greater Richmond Convention Center

Minimize the use of disposable food service products.

- Do not use any disposable containers, dishware, cutlery, or cups **OR**
- Use disposable food service items that are made from bio-based, renewable materials
- Use disposable food service items that are made with recycled content
- Use disposable food service items that are recyclable in your area
- Use compostable food service items and direct this material to available composting operations in your area

Printed Materials.

- Use electronic registration, correspondence, and forms instead of paper forms
- Print brochures and other printed items on recycled content paper
- Purchase/use paper products with 30% or higher recycled-content

Waste Reduction.

- Track overall solid waste costs (*required for Virginia Green*)
- Donate excess food from events
- Arrange for the composting of food waste and other compostables
- Use non-bleached napkins and coffee filters
- Provide condiments, cream and sugar, etc. in bulk
- Use water pitchers to minimize the use of single-use bottles
- Avoid box lunches and service trays/platters of food instead
- Have a contract for environmentally-friendly, portable restrooms (www.polyportables.com/products.asp)
- Purchase recycled-content paper towels and toilet paper
- Encourage the use of mass-transit and/or carpooling to the event
- Provide for recycling of boxes and other set-up wastes
- Reuse or donate shipping and packing supplies (peanuts, bubble wrap, etc.)
- Purchase from vendors and service providers with a commitment to the environment

Green Signage.

- Have a link on our website to the Virginia Green Events webpage
- Have a green event section on our events webpage highlighting all of our green activities
- Have signs at the event registration which list all of our green activities
- Use the Virginia Green logo on signs and on recycling containers
- Have quantified our greening efforts and will post estimates of the reduced environmental impacts (you could use some sort of pollution calculator, such as www.cleanerandgreener.org/resources/pollutioncalculator.l
www.cleanerandgreener.org/resources/pollutioncalculator.htm)
- Other actions taken related to green signage: We reuse as many signs as possible from year to year.

For more information on **Virginia Wine Expo**, see www.VirginiaWineExpo.com or contact Tracey Leverty at tracey@echelon-events.com or 804-305-0601.

For more information on the Virginia Green program,
see www.deq.state.va.us/Programs/PollutionPrevention/VirginiaGreen.aspx.



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